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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 5

For 1989, the smart money is on "Who's The Boss?"

The #1 ABC Program

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Broadcasting Sep 5

They're off... Both Republican and Democratic presidential candidates are expected to start spending more than $30 million that each is said to have set aside for advertising. Although most of

money is to be spent on television, radio stations hoping for more campaign dollars than they received in 1984. **PAGES 27, 29.**

Post-must carry... FCC survey studying impact of loss of must-carry rules on broadcasting says that 31% of TV stations said they were dropped or denied carriage on cable systems. **PAGE 30.**

First draft... FCC makes "rough cut" at establishing ground rules and allocating spectrum for high-definition television service. **PAGE 32.**

38/***LATE NIGHT VARIETY***
Company of *Saturday Night Live* producer Lorne Michaels will produce *Michelob Presents Sunday Night*, variety show with mostly music, some stand-up comedy.

40/EASTERN SHOW
Among highlights of Eastern Cable Show, beginning in Atlanta Sept. 7: telephone company entry into cable business and application of fiber optic technology.

41/***COUNTING CABLE***
For first time, cable networks get access to overnight demographic information from peoplemeters. New data expected by some to boost cable advertising sales.

42/***RAISING THE ISSUE***
Warner Cable's proposal to carry Cleveland TV broadcast signal in Youngstown, substituting some spots with local avails and reimbursing Cleveland station with percentage of revenue, meets resistance.

44/***NEW NETWORK***
Group W Satellite Communications and Opryland USA Inc. plan launch of 24-hour country music network in early December called The Nashville Network Radio.

45/***MORE FOR MORE***
More people, exhibitors and hospitality suites are expected at National Association of Broadcasters' Radio '88 convention, which gets under way in Washington Sept. 14. Full agenda begins on page 46.

50/***JOA WATCH***
Detroit radio and television stations hope that would-be *Detroit News-Detroit Free Press* joint operating agreement will take effect and cause reallocation of advertising dollars.

53/***SUBJECT TO CHANGE***
Within past few months there have been changes testing network-affiliate relationship. Not all of them will necessarily weaken that bond.

35/***FORTYSOMETHING***
Fox Broadcasting Co. airs 40th

annual Emmy Awards. Although network took home no awards—ABC won most of them—it did score 29% rating increase over last year.

64/***REAGAN FANS?***
In his book, *On Bended Knee: the Press and the Reagan Presidency*, Mark Hertsgaard says Ronald Reagan has not so much been covered as fawned over by American press.

87/***WINNING EDGE***
Post-Newsweek Stations' Bill Ryan has brought competitiveness of professional sports to his broadcasting career, making sure things are run well and he remains challenged.

88/***NUMBER CRUNCHING***
Television Bureau of Advertising says commercial broadcast TV advertising totaled $11.8 billion in first half of 1988, increase of 7.9% over same period in 1987.

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

Telco-cable—FCC has tentatively concluded it should recommend Congress lift cross-ownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programing of their own, in NTIA's view. At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

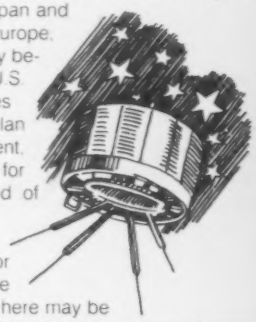
Duopoly/one-to-a-market—FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rule-making supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes action on rules unlikely at this time.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Network-cable—See Network Rules.

Direct Broadcast Satellites

■ April 8 round of applications at FCC brings current total to eight U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for four-year extension. But Hughes Communications, as major established fixed-service satellite operator and DBS CP holder, is likely best qualified to launch and operate first U.S. high-power, direct-to-home delivery of entertainment programing. Combination of Hughes's solid relations with major cable programers and high power of its proposed 200-watt bird give it major advantage over new entrepreneurs. DBS's high-power signals allow delivery to very small, affordable earth stations, promising consumer-market much larger than current two million backyard dish market. Already dominant mode of program distribution in Japan and moving fast in Europe, DBS will definitely become reality in U.S. in 1990's, Hughes has said. DBS plan will go to parent, General Motors, for go-ahead by end of year.



Next most viable competitor in race to provide first DBS service here may be GE Americom, also with long record of serving cable programers. With 60-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE is trying to bring together "business system," including programers and cable operators, to launch Satcom K-3 and K-4, to provide service to both cable industry and home dish owners, with cable likely retailers (BROADCASTING, July 18).

Hughes says such service would only be "interim" step toward its 200-watt service. However, programers could begin GE's DBS business immediately, at first on K-1 or K-2 and eventually migrating to K-3, instead of waiting for Hughes to launch its DBS bird in 1992.

One applicant, Advanced Communications, and interested party, Washington-based Wireless Cable Association, filed petitions June 17 to deny construction permit to an-

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sponsored by group of electronics engineers associations. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

Sept. 23-30—Cinetex, international film and television conference, market, festival and industry expo, created by *American Film Institute* and presented jointly by *Interface Group of Companies* (conference producer). Las Vegas. Information: Bill Mahan, (617) 449-6600.

Sept. 24—*Radio-Television News Directors Association* region one conference. Marriott hotel, Portland, Ore.

Sept. 25-27—*New Jersey Broadcasters Association* 42d annual convention. Bally's, Atlantic City, N.J. Information: Arnie Zucker, (201) 247-3337.

Sept. 25-28—*National Association of Telecommunications Officers and Advisors* meeting. "NATOA '88: Hot Topics in Telecommunications." Doral Hotel On-the-Ocean, Miami Beach, Fla. Information: Catherine Rice, (202) 626-3160.

Sept. 26-27—Hispanic Media and Marketing Conference, sponsored by *Media Institute* and *Advertising Age*. Marriott Marquis, New York. Information: (212) 210-0209.

Sept. 27—*Association of National Advertisers* media workshop. Plaza hotel, New York. Information: (212) 697-5950.

Sept. 27—Third annual fall forum luncheon co-sponsored by *National Academy of Cable Programing* and *Museum of Broadcasting*. Panelists: Ted Turner, Turner Broadcasting System; Gerald Levin, Time Inc.; Charles Dolan, Cablevision Systems Corp., and Bernie Brillstein, Brillstein Co. Moderator: Bernard Shaw, CNN anchor. Sheraton Center, New York. Information: Steven Schupak, (202) 775-3611.

Sept. 27—Roast of Bill Daniels, Daniels & Associates, Denver, sponsored by *Women in Cable, Washington chapter*. Omni Shoreham, Washington. Information: Susan Hayes, (800) 752-9663.

Sept. 27—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hilton Airport Plaza Inn, Kansas City, Mo.

Sept. 27—Ninth annual Midwest Radio Theater Workshop, sponsored by noncommercial KOPN(FM) and funded by *National Endowment for the Arts* and *Missouri Arts Council*. Columbia, Mo. Information: (314) 874-1139.

Sept. 27-28—"Forging a New Telecommunications Strategy: Choices for the Next Administration," sponsored by *Public Service Satellite Consortium's National Center for Telecommunications and Informa-*

continues on page 67.

Open Mike

In favor of fairness

EDITOR: The "Monday Memo" in the Aug. 22 issue prepared by Robert L. Fox [KVEN(AM)-KHAY(FM) Ventura, Calif.] didn't have much to do with the fairness doctrine but hid behind the "freedom of the press" notion that commercial broadcasters have somehow come to think applies to the publicly owned airwaves.

I would suggest that Mr. Fox and other opponents of the fairness doctrine are using the First Amendment and "freedom of the press" as a means of denying the public the use of their own airwaves for "freedom of speech."

The fairness doctrine charged all broadcasters with the responsibility of presenting all sides of issues of public importance. Without it the general public is reduced to doing what I'm doing right now, writing documents to editors or station managers, two of which gets one labeled a kook.

I found it interesting that Mr. Fox quoted Thomas Jefferson my hero, and a great populist, who would turn over in his grave if he knew his words were used to make a case for deprivation of free speech and opinion—*Bill Ahres, president, noncommercial KLRU-TV Austin, Tex.*

Dangerous precedent

EDITOR: Recently a House-Senate Conference Committee approved a bill establishing a commission that would impose labeling requirements on colorized or altered (whatever that means) films. Whether one is for or against coloring of black and white films or just doesn't care, this bill should be opposed.

To those of us who are concerned with the First Amendment—and BROADCASTING has been since its inception—this legislation represents a dangerous precedent, regardless of the intention of its sponsors. But as we know, most censors are "sincere"; they merely want to protect the public against pornography, obscenity or politically dangerous propaganda.

Broadcasters recognize the dangers of interference with their First Amendment rights, which they properly seek to have extended to radio and television. What puzzles me is not the support of a few broadcasters but the silence of the industry at large on this legislation. If they don't speak up on this flagrant violation of a basic constitutional right, can they expect support when they are the target of similar legislation?

Specifically, this bill establishes a *federal* agency to select up to 25 films a year that are considered classics and would require a disclaimer if colored or altered.

What would be our reaction if some federal agency were authorized to designate classic books, music, works of art, radio or TV shows? I suspect the intellectual community would be up in arms.

Broadcasters, where are you?—*Edward M. Cramer, attorney, New York.*

Fire addition

EDITOR: I wish to add something to an otherwise comprehensive report of the recent fire in New York's Empire State Building (BROADCASTING, Aug. 22).

The one TV station that transmits from the Empire State Building, WHSE (ch. 68), was knocked off the air for several days due to the fire.

The article also referred to two of the FM stations involved as WQXR-AM-FM and WNEW-AM-FM. Actually, no AM stations transmit from the Empire State Building—*Louis J. Sicilia, Guttenberg, N.J.*

Lowest unit charge: Back to square one

The question of what constitutes the lowest unit charge, for purposes of the law requiring such a charge for political candidates, has never been a simple one. It has not gotten easier since the FCC last month issued guidelines for calculating the charge (BROADCASTING, Aug. 8). The staff issued an interpretation of the notice, in hopes of making it clearer. The result was complaints from broadcasters and candidates. So now the staff has returned to where the commission was on the subject the day the notice was issued, Aug. 4.

Essentially, the notice said broadcasting stations and cable systems cannot charge political candidates more than they charge commercial advertisers for preemptible spots in the same daypart. The staff interpretation that caused the concern held that candidates seeking the lowest unit charge could only buy the least expensive spot in a daypart, a spot that was also the most vulnerable to preemption, at the time the buy was made.

So candidates complained. They wanted to pay more to obtain a spot less subject to preemption, and the staff listened. Now the staff, quoting the notice, says the lowest unit charge for a preemptible spot is the lowest price any advertiser has paid for a spot "which has cleared a particular time period or daypart." As a result, if the station or cable system lowers the price of a spot in a daypart after a candidate has contracted for a higher price—but before the price "has cleared"—that candidate will be entitled to a rebate.

There is another element in the interpretation being provided by the staff that some communications lawyers say is equally significant.

The notice says that makegoods for preempted political ads must be made available to candidates before an election if the station involved normally provides makegoods for time-sensitive ads of most-favored advertisers.

The staff is making it clear that the pre-election requirement applies regardless of whether stations give that kind of special consideration to commercial advertisers.

The issue had not been raised previously at the commission. And some lawyers say the requirement could cause problems for stations with little free time available for makegoods in the fall.

What's more, the guarantee of makegood time before an election, some observers say, might lead campaigns to buy the least expensive time for some ads, secure in the knowledge they will run before the election.

during October and the first week of November will probably be about five times the annual election year average. He said it is expected that advertising will top figures for the 1984 election year, which showed that 1.04% of the average station's total advertising time was devoted to political advertising. About 10% to 15% of that advertising, he added, is usually related to issues and not candidates.

One state counting on heavy issue-oriented spending this year is California, where radio broadcasters are hoping the category will make up for disappointing primary sales. There was "no suspense" by the time the primaries reached California this year, according to Gordon Mason, executive director, Southern California Broadcasters Association. He said radio stations in the state are counting on approximately the same amount of candidate advertising this fall as four years ago and are hoping for twice the amount of issue-oriented advertising.

"I look for the issues to be the big story because they are very controversial and because there's a lot of money on both sides," said Mason. Issues to be debated in the state include regulation of attorney's fees, car insurance regulation and a proposed cigarette tax.

One of the states expecting heavy political campaign advertising is Texas, according to Nancy Jones, general sales manager for KTRH(AM) Houston. The area hopes to cash in on Bentsen's vice presidential and senatorial campaign, as well as Bush's attempts to rekindle ties to the state. She said her station has already received spot requests from both presidential campaigns, although specifics have not yet been discussed.

For many mid-sized markets, however, avail requests do not appear to be as promising. Jeff Martin, vice president of the Pittsburgh Radio and TV Group, described political campaigning in his area as "very quiet." Milwaukee Area Radio Stations executive director Andy Friedrich said that while the Bush and Dukakis campaigns have made some avail inquiries, the area will be counting on local campaign dollars to make the real profits.

Small markets appear to be even less successful in attracting campaign dollars: Boise Area Radio Broadcasters President Bruce Wetten said campaign advertising prospects in his market appear "slim."

Since most political campaign advertising is regionalized, radio networks do not expect to see much advertising from the upcoming election. Traditionally, said Peter Moore, president of the Radio Network Association, campaigns tend to rely on spot advertising. □

Real-world data on a post-must-carry world

FCC reports 31% of TV stations said they were dropped or denied coverage on cable systems; 34% said they had been repositioned

Offering no clue as to what it all means, the FCC released last Thursday (Sept. 1) the results of its May-June survey of every broadcast station and cable system in the country to determine what impact the loss of must-carry rules has had on broadcasting.

Among the findings:

- Of the 912 television stations that responded, 280 or 31% reported 1,533 incidences of being dropped or denied carriage on cable systems after the federal court struck down the must-carry rules on constitutional grounds in July 1985.
- Of the 4,303 cable systems that responded, 869 (20%) reported 1,820 incidences of dropping broadcast signals or denying them carriage after the court action.
- Of the television stations, 313 (34%) reported 1,274 incidences of having their signal repositioned from one channel to another on a cable system.
- Of the cable systems, 974 (23%) reported 2,495 incidences of repositioning broadcast signals.

The survey was sent to 8,504 cable systems and 1,356 television stations. The response rate was 51% and 67%, respectively.

The 40-page report of the results contained plenty of tables and text explaining and qualifying them, but no analysis. "That wasn't the exercise," said Bill Johnson, deputy chief of the FCC's Mass Media Bureau. "It was Joe Friday: 'Just the facts, ma'am.' We'll let everybody else put their own interpretation on it."

It made sense to stay away from analysis, Johnson said. If the FCC had drawn any conclusions, some could say the FCC had manipulated the facts. "We were trying to keep it virgin."

Another FCC official suggested the results were inadequate to support any conclusion. "The methodology was not sufficiently rigorous to make policy decisions," he said.

The survey was requested by Congress. The failure of the FCC to supply analysis was not well received on Capitol Hill. "It's going to take hours to figure out if it is usable—whether it gives us a record" that makes the case for or against must carry.

Broadcasters had no trouble interpreting the results. They provide "compelling evidence of the need for government regulation of cable signal carriage and channel repositioning," said Preston Padden, president of

the Association of Independent Television Stations.

The National Association of Broadcasters saw it the same way. "There is signifcant non-carriage," said Walt Wurfel, NAB public affairs senior vice president. "It proves there's a serious problem that needs correction."

That cable system reported more incidences of dropping or denying carriage to broadcast signals indicates that "many broadcasters are not aware they are being dropped by systems," he said.

Cable interests put a different spin on the results. Jim Ewalt, executive vice president, Community Antenna Television Association, had not seen a copy when contacted by a reporter last Friday, but, he said, "From what we have heard, as badly as the questionnaire was designed, it still came out that there has not been a major adverse impact on the public."

Shortly after the questionnaires were mailed in May, cable and broadcasting representatives sharply criticized them, saying they were confusing and likely to produce unclear results.

The report said there were problems with the survey. The report said some of the respondents appeared to have had difficulty understanding some of the terms in the questionnaires and "it was evident" that many misunderstood the must-carry rules. Also, the report said: "We did not conduct reliability and validity measures on the data or sample due to time limitations."

"While there is reason to question the validity of the commission's survey (as the commission itself acknowledges)," said James Mooney, president of the National Cable Television Association, "its report helps put this controversy in perspective and confirms what we've said all along: The vast majority of cable systems continue to carry all local broadcasters." □

Stations dropped or denied carriage

(as reported by TV stations)

Station type	No. of stations reporting	No. of stations drop/deny	Incidences of drop/deny carriage*	A	B	C
Network affiliate	452	87	269	49	211	9
Commercial indie	186	83	710	389	270	51
Noncommercial ETV	237	80	345	88	234	23
Other (relig., specialty)	37	30	209	122	61	26
Total	912	280	1,533	648	776	109

** This column is the total of columns A, B and C and is the number of incidences of cable systems dropping or denying carriage of each type of station. Although this column adds to 1,533 individual instances of dropped or denied carriage, there is no way to determine the number of separate cable systems that dropped or denied carriage from the television station survey form.*

A The number of incidences of cable systems denying carriage to a station that commenced operation on or after July 19, 1985.

B The number of incidences of systems dropping a station.

C The number of incidences where cable systems have denied carriage to stations that began operation prior to July 19, 1955. Although the form did not have a code to acknowledge such a possibility, a number of stations volunteered this information and it is tallied here.

(as reported by cable systems)

Station type	No. of systems that drop/deny carriage*	No. of stations drop/deny	Total incidences of drop/deny	A	B
Network affiliate	380	276	595	336	259
Commercial indie	316	184	485	150	335
Noncommercial ETV	347	153	463	177	286
Other (relig., specialty)	195	91	277	117	160
Total	NA	704	1,820	780	1,080

Total systems that did not drop or deny carriage to any stations: 3,444.

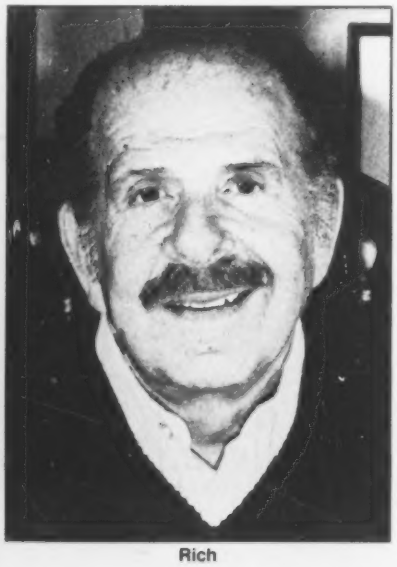
Total systems that dropped/denied carriage to one or more stations: 869.

** This column, if totaled, will exceed the number of cable respondents indicating they dropped or denied carriage to broadcast stations. Some cable systems dropped or denied carriage to more than one type of signal; therefore, these systems are accounted for in more than one row of data.*

A This column is the number of incidences of systems dropping a station.

B This column is the number of incidences of systems denying carriage to a station that began operation on or after July 19, 1985.

Rich to produce for Warner



Rich

Lee Rich, most recently chairman and chief executive of MGM/UA Communications, and before that a co-founder of Lorimar, has formed an independent film and television production company and has signed an exclusive three-year pact to produce programing under the Warner Bros. banner; Warner will have all film and television program distribution rights to Lee Rich Productions product. The agreement is effective immediately.

Rich joined MGM/UA in the spring of 1986 after an 18-year association with Merv Adelson, with whom Rich co-founded Lorimar. (Warner is expected to complete its acquisition of Lorimar some time next month.) A Warner executive confirmed last week that Rich will bring Jonathan Sheinberg, the 30-year-old son of MCA President Sid Sheinberg, on board as the company's president. The younger Sheinberg is currently senior vice president, production, at Orion Pictures.

Sheinberg

NBC takes 19th week of summer, ABC wins news

NBC won week 49 (ended Aug. 28, the 19th week of the summer season) with a 12.2 rating and a 22.3 share. CBS took second place with a 9.7/17.8, while ABC closed with an 8.9/16.3. Last year's comparable week (Aug. 30, 1987) also went to NBC, when that network pulled in a 12.0/22. CBS's comparable numbers a year ago were an 11.1/20, as were ABC's.

The combined three-network numbers for the just-finished week stood at a 30.8/56.4, down from last year's 34.2/62. This works out to give the networks a 54.6 HUT level (homes using television), down from last year's 55.2. The HUT level for the week represents 48.4 million households, down from last year's 48.2 million.

In the evening news race, ABC's *World News Tonight* won the week with a 9.3/20, over CBS's 9.0/20 and NBC's 8.6/18.

ABC took Monday night with its broadcast of the NFL pre-season football game (Chicago vs. Dallas), garnering a 13.3/23.6 average, while CBS had a Monday average of 10.2/17.7 and NBC came up with an 11.6/19.9.

For the rest of the week, NBC won Tuesday, Thursday and Saturday. ABC took Wednesday and Friday, while CBS took Sunday.

	Nielsen	Net	
1.	19.2/37	N	Cosby Show
2.	19.2/35	N	Different World
3.	18.3/33	N	Cheers
4.	18.2/32	N	Night Court
5.	17.7/34	C	60 Minutes
6.	17.4/29	C	Murder, She Wrote
7.	16.5/27	N	NBC Sunday Movie
8.	16.5/32	N	Golden Girls
9.	14.8/28	N	Amen
10.	14.5/28	N	Hunter
11.	14.4/27	N	L.A. Law
12.	14.1/24	N	In the Heat of the Night
13.	13.9/25	A	Who's the Boss?
14.	13.7/24	N	Matlock
15.	13.5/24	A	Head of the Class
16.	13.5/22	C	CBS Sunday Movie
17.	13.5/25	N	ALF
18.	13.4/23	A	Full House, Tues.
19.	13.3/24	A	NFL Pre-season Football
20.	13.3/23	N	Hogan Family
21.	12.6/24	A	Growing Pains
22.	12.2/26	N	Facts of Life
23.	11.7/21	N	NBC Wednesday Movie
24.	11.6/20	A	China Beach
25.	11.6/19	C	Designing Women
26.	11.2/19	C	Kate and Allie
27.	11.0/19	C	Magnum, P.I.
28.	10.7/18	N	NBC Monday Movie
29.	10.6/21	A	20/20
30.	10.6/18	N	My Two Dads
31.	10.5/22	A	Full House
32.	10.5/18	N	Family Man
33.	10.4/20	A	Thirtysomething
34.	10.4/19	C	CBS Wed. Movie Special
35.	9.9/20	A	Mr. Belvedere
36.	9.9/19	C	CBS Friday Movie
37.	9.7/17	C	CBS Tuesday Movie
38.	9.6/18	N	NBC Summer Showcase
39.	9.3/21	A	Perfect Strangers
40.	9.1/16	A	Moonlighting
41.	8.4/16	C	Newhart
42.	8.2/15	C	Cagney and Lacey
43.	8.1/16	A	Doodles
44.	8.0/14	C	Cavanaughs
45.	7.7/14	C	Wiseguy
46.	7.7/14	C	48 Hours
47.	7.7/14	N	Funny People
48.	7.4/14	A	Disney Sunday Movie
49.	7.3/12	A	MacGyver
50.	7.2/15	N	NFL Pre-season Football
51.	7.1/15	C	Beauty and the Beast
52.	7.1/14	N	Rags to Riches
53.	7.0/11	A	ABC Sunday Movie
54.	6.4/12	A	Spenser: For Hire
55.	6.3/12	C	Tour of Duty
56.	5.6/11	C	West 57th
57.	5.6/11	C	CBS Summer Playhouse
58.	5.3/12	N	Blacke's Magic
59.	5.1/11	A	Supercarrier
60.	5.0/11	C	First Impressions
61.	4.3/8	A	Hothouse
62.	4.3/9	C	Frank's Place
63.	4.2/8	A	Geo. Stevens: Filmmaker
64.	4.2/8	A	After Midnight

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Series or Special—Doug Rider, Carroll Pratt, David Fluhr, Doug Nelson (Dolly: Down in New Orleans) (ABC)

Outstanding Cinematography for a Mini-series or Special—Woody Owens (I Saw What You Did) (CBS)

Outstanding Editing for a Mini-series or Special (Single Camera Production)—John Martinelli (The Murder of Mary Phagan) (NBC)

Outstanding Editing for a Mini-series or Special (Multi-Camera Production)—Andy Zall, Mark West, Bob Jenkis (Julie Andrews: The Sound of Christmas) (ABC)

Outstanding Technical Direction/Electronic Camera/Video Control for a Mini-series or Special—Mike Spencer, David Barber, Bob Keys, Ron Sheldon, Gunter Degn (Julie Andrews: The Sound of Christmas) (ABC)

Outstanding Costume Design for a Mini-series or Special—Jane Robinson (Poor Little Rich Girl: The Barbara Hutton Story) (NBC)

Outstanding Individual Achievement Informational Programing—Kevin Brownlee, David Gill (Buster Keaton: A Hard Act to Follow) (PBS) and Bill Couturie, Richard Dewhurst (Dear America: Letters Home from Vietnam) (HBO)

Outstanding Informational Special—Dear America: Letters Home From Vietnam (HBO)

Outstanding Informational Series—Buster Keaton: A Hard Act to Follow (PBS) and Nature (PBS)

Outstanding Individual Achievement Classical Music Dance Programing—Kirk Browning (The Metropolitan Opera Presents: Turandot) (PBS)

Outstanding Individual Achievement Special Events Programing—Marc Palius, Olin Younger (The 15th Annual American Music Awards) (ABC)

Outstanding Variety Music Events Programing—The 60th Annual Academy Awards (ABC)

Outstanding Achievement in Graphic Design and Title Sequences—Liz Friedman (Strong Poison: A Dorothy L. Sayers Mystery) (PBS)

Outstanding Achievement in Special Visual Effects—Will Vinton, Mark Gustafson, David Altschul

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Changing Hands

WBIW(AM)-WQRK(FM) Bedford, WBAT(AM) Marion, WKBV(AM)-WFMG(FM) Richmond and new FM Van Buren, all Indiana; WABJ(AM)-WQTE(FM) Adrian, Mich.; WBEX(AM)-WKKJ(FM) Chillicothe, Ohio □ Sold by Central Broadcasting Group to David C. Keister for $5.6 million. **Seller** is Richmond, Ind.-based group with no other broadcast interests. It is headed by William M. Quigg. **Buyer** also owns WCBI(FM) Lebanon, Ind., and WMLA-AM-FM Bloomington, Ill., and recently sold WMCB(AM)-WCBK(FM) Martinsville and WIFE(AM)-WCNB(FM) Connersville, both Indiana, and WOFR(AM)-WCHO(FM) Washington Court House, Ohio ("Changing Hands," June 20). WBIW is on 1340 khz full time with 1 kw. WQRK is on 105.5 mhz with 2 kw and antenna 400 feet above average terrain. WBAT is on 1400 khz full time with 1 kw. WKBV is on1490 khz full time with 1 kw. WFMG is on 101.3 mhz with 50 kw and antenna 280 feet above average terrain. FM CP is on 99.3 mhz with 3 kw and antenna 328 feet above average terrain. WABJ is on 1490 khz with 1 kw day and 250 w night. WQTE is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain. WBEX is on 1490 khz with 1 kw day and 250 w night. WKKJ is on 93.3 mhz with 22 kw and antenna 335 feet above average terrain. *Broker: R.C. Crisler & Co.*

KKIS(AM) Pittsburg and KKIS-FM Walnut Creek, both California □ Sold by Chabin Communications Corp. to Diamond Broadcasting of Calif. Inc. for $4,477,000. **Seller** is owned by James Chabin, who has no other broadcast interests. **Buyer** is owned by Ronald H. Strother and Thomas P. Gammon. It also owns KTRR(AM) Loveland, Colo., and KZXY-AM-FM Apple Valley, Calif. KKIS(AM) is on 990 khz full time with 5 kw. KKIS-FM is on 92.1 mhz with 3 kw and antenna 89 feet above average terrain.

KAYJ(AM)-KIXY(FM) San Angelo, and KHOS-AM-FM Sonora and KYXX(FM) Ozona, all Texas □ Sold by Fosters Communications Co. and Fosters Broadcasters Inc., respectively, to KIXY Inc. for $2,950,000. **Seller** of KAYJ(AM)-KIXY(FM) is owned by Walton Foster and Don Griffis. **Seller** of KHOS-AM-FM and KYXX(FM) is owned by Foster and Fred Key. It has no other broadcast interests. **Buyer** is owned by John Schneider, who also owns WKBX(AM) Kingsland, Ga. KAYJ is daytimer on 1260 khz with 1 kw. KIXY is on 94.7 mhz with 100 kw and antenna 446 feet above average terrain. KHOS is daytimer on 980 khz with 1 kw. KHOS-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. KYXX is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Thoben-Van Huss & Associates.*

KIEZ(FM) Santa Paula, Calif. □ Sold by Starbright Broadcasting Inc. to Radio Santa Barbara Inc. for $1.5 million. **Seller** is owned by William S. Sanders and his wife, Patricia. It also owns KRZY(AM)-KRST(FM) Albuquerque, and KPER(FM) Hobbs, both New Mexico. **Buyer** is owned by Burke Kaplan, Alex Shertell and Jim Olerich. It also owns KIST(AM)-KMGQ(FM) Santa Barbara and KMAK(AM)-KBOS(FM) Fresno, both California. KIEZ is on 96.7 mhz with 87 w and antenna 1,500 feet above average terrain.

Tracking the year's sales activity

In a year-to-date tally, total dollar values for broadcast station sales reported in "Changing Hands," show that 1988 is improving slightly on last year's record-breaking totals. While almost $2 billion in stations had changed hands through August both this year and last year, 1988 showed a slightly higher total with slightly fewer sales. The average price for a sale this year was $7,991,112, up 8.6% from last year's total by the same date of $7,356,929.

AM station sales are almost totally flat this year, with less than a 1% increase in the average price of a station. Last year at this point, AM station sales averaged $2,278,834, while this year stations are selling for an average of $2,374,887. While this would appear to be good news for AM station owners who have seen a long decline in the value of their properties, the $50-million sale of KRLD(AM) Dallas in July, which smashed the record for AM stand-alone sales, skewed the results significantly. If that sale is excluded, AM station values continue to decline, with an average price this year of $1,683,375, down 35% from 1987.

FM sales are healthy this year with the average price of a station up 23%, from $4,164,943 to $5,143,678. So far this year there have been about $360 million in FM stand-alone sales, compared to $287,381,073 at this point last year. The largest stand-alone FM sale this year was that of WKYS-FM Washington for $46.75 million; that price was topped, however, by one element of the group sale of KMJQ(FM) Houston and KMJM(FM) St. Louis—KMJQ contributed $65 million to the total $81-million price.

The prices for AM-FM combinations are significantly off from last year's $606 million, with only $287,762,383 in sales this year. Part of the explanation comes from the concommitant increase in group sales, which grew to nearly $700 million over 1987's nearly $500 million total.

RADIO '88

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WMIM(AM) Mount Carmel and WSPI(FM) Shamokin, both Pennsylvania □ Sold by Mount Carmel Broadcasting Co. to North Penn Broadcasting Inc. for $982,000. **Seller** is headed by David A. Donlin. **Buyer** is owned by Harold G. Fulmer III and Boyd G. Hixson. It also owns WOBG(AM)-WQXA(FM) York, WXKW(AM) Allentown and WMGH(FM) Tamaqua, all Pennsylvania. WMIM is daytimer on 1590 khz with 1 kw. WSPI is on 95.3 mhz with 900 w and antenna 505 feet above average terrain.

WSYD(AM) Mount Airy, N.C. □ Sold by Billy Bruce Hull to Erastus Poore for $540,000. **Seller** has no other broadcast interests. **Buyer** is station's general manager. WSYD is on 1300 khz with 5 kw day and 1 kw night.

WTIM(AM)-WTJY(FM) Taylorville, Ill. □ Sold by Sky Communications Ltd. to USA Radio Corp. for $435,000. **Seller** is owned by Marsha Linton and Pat Delaney, who have no other broadcast interests. **Buyer** is owned by James E. Green, pharmacist from Riverton, Ill., and Robert D. Baxter, progam director and chief engineer at WMAY(AM)-WNNS(FM) Springfield, Ill. WTIM is on 1410 khz with 1 kw. WTJY is on 92.7 mhz with 3 kw and antenna 310 feet above average terrain.

WMZY(AM) Wildwood, Fla. □ Sold by James Patrick to Christian Radio Communications Inc. for $367,600. **Seller** has no other broadcast interests. **Buyer** is owned by Regina Damiano, Ronald A. Pollow and Theodore D. Tucker. It also owns WMOB(AM) Mobile, Ala., and recently bought WCKS(AM) Cocoa, Fla. WMZY is on 640 khz with 826 w day and 979 w night.

'Changing Hands' year to date round-up

Stations	1988 Price totals	number	1987 Price totals	number
AM	$137,743,500	58	$120,778,233	53
FM	360,057,500	70	287,381,073	69
AM-FM	287,762,383	95	605,815,105	108
TV	505,391,350	24	429,355,000	24
Groups	682,850,000	11	498,900,000	10
Total	1,973,804,733	247	1,942,229,411	264

*Note: AM-FM combinations are treated as a single sale. Group sales are any combination of three or more stations with at least two stations in different services.

Telecastings

More Leno

Comedian Jay Leno has been signed to continue his role as the sole guest host for Johnny Carson on the *Tonight* show, said NBC. Leno will host about 35 Monday programs throughout the season, a spokesman said, and may also fill in for full weeks when Carson goes on vacation. Last year Leno shared the guest host duties with Garry Shandling, who has opted not to continue in the role due to his busy schedule.

Casting call

The Copyright Office has a tentative witness list for its Sept. 8 hearing on film alteration, which will examine colorization, time compression, panning and scanning. Among the witnesses are filmmaker George Stevens Jr.; Roger Mayer, president of Turner Entertainment; Joshua Sapan, president of American Movie Classics; Arnold Lutzker, attorney with Directors Guild of America, and Peter Nolan, vice president-general counsel, Walt Disney Co., who will also be speaking on behalf of the Motion Picture Association of America. Also testifying will be home video interests and officials from West Germany and France, who will discuss those countries' "moral rights" laws.

Self promotion

TV personality Shadoe Stevens, who debuted Aug. 13 as host of ABC Radio's *American Top 40*, has written, directed and produced three 30-second and four 10-second TV spots promoting his show. The spots, which air on the ABC TV network, are part of a $2-million television campaign to promote the radio show.

American Top 40, now in its 18th year, is heard on 475 radio stations, according to producer ABC Watermark. Stevens has replaced Casey Kasem, who joins the Westwood One Radio Networks in January.

Northern neighbor

Noncommercial WTVS(TV) Detroit has teamed with the National Film Board of Canada to produced the four-part documentary series, *Canada: True North*, scheduled to air in the PBS national schedule on four successive Mondays, Sept. 12 through Oct. 3, at 10-11 p.m. NYT. Series editions, all hosted by *MacNeil/Lehrer NewsHour* anchor, Robert MacNeil, explore the historical relationship between

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